

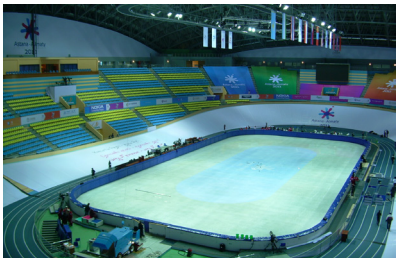
7th ASIAN WINTER GAMES Rights Holders Newsletter



Edition # 14 - 2 February 2011

QUICK TURNAROUND

IGBS staff will be working around the clock to convert the National Indoor Cycle Arena in Astana following the close of the Short Track Speed Skating competition. Figure Skating takes over tomorrow, and while the 14-camera plan remains the same the venue layout will be slightly modified. Both disciplines are being filmed under the production of Jae Ok Cho and the direction of Jishik Shin, Korean members of the IGBS "Dream Team".



CULTURAL ASIADA CONTINUES TO DELIGHT

The Cultural Asiada has provided an enlightening accompaniment to the main sporting action at the Asian Winter Games, and there is still time to get involved with the ongoing festival. Officially beginning on 28 January the Cultural Asiada has thus far seen several sightseeing tours around Almaty, the cinematic screening of a number of noted Asian films and the Miss Asian Games Beauty Contest.

Forthcoming highlights include a History of Kazakhstan Sports exhibition at the Central State Museum of the Republic of Kazakhstan, which



The Central State Museum of the Republic of Kazakhstan hosts several events

opened today and runs daily from 10:00 to 18:00 until 6 February.

A complete schedule of Cultural Asiada events is available at the ICBIO.

RIGHTS HOLDER PROFILE - KBS/MBC

As two of the three leading broadcasters in Korea, KBS and MBC are bringing the 7th Asian Winter Games to their audience in a true team effort. Sharing the broadcasting rights, the two broadcasters have split the individual disciplines between their respective channels in order to maximise the viewing experience for their market.

Good news for Korean sports fans, who in recent years have begun to take a far greater interest in international sport, and especially winter competition. "In the past the viewers were only keen to watch if they felt that the Korean athletes had a good chance to win, but now the popularity of sporting competition has risen and there is a greater appetite to view events such as the Asian Winter Games," explained Ji Young Noh, Chief Producer for KBS.

"Plus, there is a real interest at the current time in winter sports due to the candidate bid by the city of Pyeongchang to host the 2018 Winter Olympics. That added aspect will certainly help our viewing figures to maintain a steady level."

With a combined team of nine staff based in Kazakhstan – five from KBS and four from MBC – it has been a well run and efficient operation. However, that is not to say that challenges have not arisen. "We decided to base our reporters in Astana as, following the surprise victory of our athletes in the Speed Skating and Short Track Speed Skating in Vancouver, we expected our main successes to come in these events at the NIC and ISS venues. However, as it happens we have ultimately had more medal success in the Almaty venues, with our gold medals in Cross-Country Skiing and Alpine Skiing. You just cannot plan for these things..."

Nevertheless, the vast majority of the combined KBS/MBC operation has gone smoothly and effectively. KBS have been transmitting two hours a day live for six of the competition days and



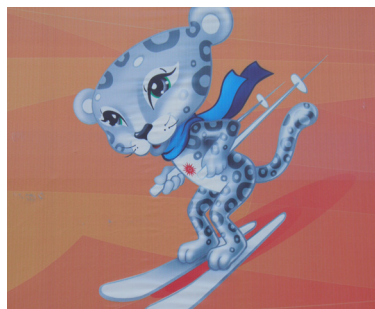
Chang Il Kim, MBC Producer, Hyundoh Kwon, KBS engineer and Ji Young Noh, Chief Producer for KBS

a highlights show on all seven nights. MBC have two to three hours of live coverage per day. "The coverage has been first rate, we know we can always trust IGBS to provide state of the art production," added Chang Il Kim, Producer for MBC. "IGBS already has a proven track record so we could be completely reassured that our broadcast would be successful."

As for Kazakhstan as a host nation, there are words of encouragement for the future. "I hope Kazakhstan can go on to host bigger events," Noh concluded. "It would be good for them to accumulate more experience and build upon what they have learned in hosting this event."

KNOW YOUR AWG SPORTS - ALPINE SKIING

A mainstay of the Asian Winter Games schedule, over the years three different alpine skiing disciplines have been contested – slalom, giant slalom and Super G.



Slalom involves skiing downhill through a series of gates placed at intervals along the route, giant slalom follows the same process but with a larger gap between the gates.

Super G is a faster discipline focusing more on speed than the technical aspects of the slalom events. Popular since the 1880s, where it originated in the Alps, it was first introduced into Olympic competition in 1936 at the Garmisch-Partenkirchen event.

